

ABSTRACT

Method and system of attaching URLs to mobile HTML element in graphical Internet browser environment. A personal Internet portal system features icons generated and accessible in an aesthetically appealing way linked to favorite web sites. A toolbar visual cue indicates a visited website is a system partner - that website's logo may be imported to the portal page and function as an icon-link to that website. If visited website is not a partner, icon generator generates a selection window for topics, visual images and name - the selected, named visual image, imported into the portal page, is an icon-link to the non-system partner website. System partner icon-links receive periodic marketing information as link mails. Advertisers advertise on the personal portal screen and on websites via advertising banners so users can import additional icons onto the portal page. System partner advertising icon-links are draggable into the portal screen from advertising strip or website.